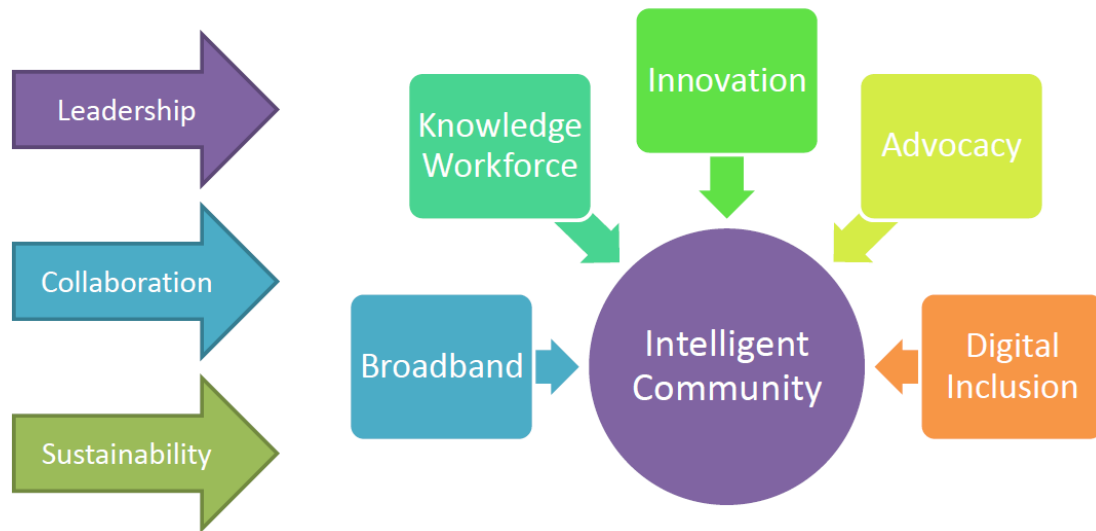


## Round Table Exercise

The Intelligent Community Forum has identified 5 pillars to support success in the broadband economy which include: Broadband Connectivity, Knowledge Workforce, Digital Inclusion, Innovation and Marketing and Advocacy. For the purpose of this exercise, conduct a needs assessment of what assets we currently have in place for that pillar, what gaps exist, where would we like to be and how do we get there.

On the paper provided list:

1. Assets
2. Gaps
3. Where do we need to be?
4. How do we get there?



**The “Mix”  
The Intelligent Community Forum**



# The Intelligent Community Framework

In a study funded by the Province of Ontario, Canada, the Intelligent Community Forum defined five critical success factors for the creation of Intelligent Communities. This list of Intelligent Community Indicators, as the study termed them, provided the first conceptual framework for understanding all of the factors that determine a community's competitiveness in the broadband economy.

## 1. Broadband Connectivity

Broadband is the new essential utility, as vital to economic growth as clean water and good roads. Intelligent Communities express a clear vision of their broadband future and craft policies to encourage deployment and adoption.

*Roundtable: Explore what assets does the region currently have for Broadband Connectivity, what gaps exist, where do we need to go to strengthen our broadband economy and how do we get there?*

## 2. Knowledge Workforce

A knowledge workforce is a labor force that creates economic value through the acquisition, processing and use of information. Intelligent Communities exhibit the determination and demonstrated ability to develop a workforce qualified to perform knowledge work from the factory floor to the research lab and from the construction site to the call center or Web design studio.

*Roundtable: Discuss our regions ability to create, retain and attract knowledge workers. What assets do we have for this purpose, what gaps exist, where do we need to go and how do we get there?*

## 3. Digital Inclusion

As broadband deploys widely through a community, there is serious risk that it will worsen the exclusion of people who already play a peripheral role in the economy and society, whether due to poverty, lack of skills, prejudice or geography. Intelligent Communities promote digital inclusion by creating policies and funding programs that provide “have-nots” with access to digital technology and broadband, by providing skills training and by promoting a compelling vision of the benefits that the broadband economy provides.

*Roundtable: Discuss what assets (such as organizations, programs and services) do we have to ensure digital inclusion. What strengths do we have in this area and what gaps exist? Where do we need to go and how do we get there?*

#### **4. Innovation**

For business, broadband has become to innovation what fertilizer is to crops. Intelligent Communities work to build the local innovation capacity of new companies, because these produce all of the job growth in modern economies, and invest in e-government programs that reduce their costs while delivering services on the anywhere-anytime basis that digitally savvy citizens expect.

*Roundtable: How do we support an innovation ecosystem? What assets do we have? What gaps exist, where do we need to go and how do we get there?*

#### **5. Marketing and Advocacy**

Like businesses facing greater global competition, communities must work harder than ever to communicate their advantages and explain how they are maintaining or improving their position as wonderful places to live, work and build a growth business. Effective marketing shares this story with the world, while advocacy builds a new vision of the community from within.

*Roundtable: How do we advocate internally about the importance of strengthening our broadband economy? How do we promote our region externally as a broadband economy? What assets do we have and what gaps exist? Where do we need to be and how do we get there?*

# Round Table Notes

## Broadband Table 1

### Assets:

- Columbia Basin Broadband Corporation (CBBC) potential
- Existing access points
- Some communities have fibre .... Starting point
- Motivation / willingness

### Gaps

- Disparity of infrastructure and services
- Lack of funding
- Lack of “ownership” control
- Lack of understanding – how to use it
- Naysayers
- Lack of understanding of the benefits
- Intangible
- Culture and capacity to implement
- No “one size fits all” strategy”

### Where do we need to be?

- Wired – physical infrastructure
- Service for the whole community
- Reliable ISP
- Community buy-in and support

### How do we get there?

- Business plan – regional scope brings a business case to implementation
- Identify an operator who will take the risk/share the risk/mitigate
- Can we develop and share a common roadmap?

## Broadband (From perspective of RDCK Area A) Table 2

### Assets

- Riondel cable
- ESIS local non-profit
- Shaw cable – fiber runs through area
- Telus fibre – fiber runs through area
- CBBC – common regional fiber network
- Regeneration station

## Gaps

- More affordable gateway access to community networks
- Power outages
- Funds to develop/advance technology
- Skilled labour shortage – connectivity

## Where do we need to be?

- Local fiber deployment
- Advanced microwave backbone
- Hard wired houses (long term)

## How do we get there?

- Plan, buy-in, collaborations/resources
- Do what we can locally
- Collaborate with other communities

## **Knowledge Workforce Table 1**

### Assets

- Family friendly community
- Amenity rich region
- Affordability relative to large cities
- Desire to return to the region – rural values

### Gaps

- Travel in/out of region
- Specific goods and services
- Appropriate training/education
- Meaningful employment
- Affordable entry level housing
- Lack of broadband

## How do we get there?

- Need to market region, tell “our” story

## **Knowledge Workforce Table 2**

### Assets

- Selkirk – Digital Media Program
- Not just Tech – but application
- Personal connection
- Prototypes for Social Models
- Teck (Art) ->Firebird – Incubation of novel ideas

### Gaps

- Forums, community, cooperative growth model
- HUB's/office space for larger corporations
- Water cooler
- Seeding the HUB – Social Media, bookkeeping, ramp-up support

### Where do we need to go?/How do we get there?

- Local education options – online (MOOC) – Teck community classroom
- Specialized education
- Top level direction
- Retraining – update skill sets – expert knowledge – into cultivated process

## **Innovation Table 1**

### Assets

- Close knit community
- Creative surplus
- Scarcity breeds innovation
- No primary industry
- Pioneer culture
- BCT/KRIC/KAST/CF
- Inspiring Surroundings

### Gaps

- Distance
- Access to investment capital/training
- Talent too
- Critical mass
- Community silo-ing
- La resistance

### Where do we need to be?

- Self confidence
- Storytelling -> how

### How do we get there?

- .....

## **Innovation Table 2**

### Assets

- Highly skilled people
- Connected to institutions, Selkirk College – Tech Art
- Lots of groups – CBTC, Nelson Tech Club, Kootenay Open Network Alliance, KAST, Rural Innovation

### Gaps

- Spread out, networking
- Identifying prospects
- Disjointed
- Helping/hurting programs
- Start up support
- Mindset (need to leave area)
- Innovation centre spaces

### Where do we need to be?

- We need to be connected by forming cluster and collaborating (vs competing)

### How do we get there?

- Continue to work together and share info (break down silos)

## **Marketing and Advocacy**

### Assets

- Engaged community stakeholders
- Create the stories: re: benefits, emotional culture
- More regional collaboration

## Gaps

- Varying levels of access, understanding, communication, and affordable housing for knowledge based employees
- Lack of regional brand and strategy
- Do not have a comprehensive list of assets in our areas
- Some broadband exists, however not accessible to all who need it.

## Where do we need to be?

- Need to be an intelligent community

## How do we get there?

- Apply the 5 step program

## **Digital Inclusion**

### Assets

- Free wifi access for low-income housing
- Projects/social service organization
- Build a hub for easy access
- Use broadband as an amenity for development
- Strengthening the library resources

### Gaps

- Lack of connectivity of the rural communities
- Backbone for rural communities
- Lack of cell towers

### How do we get there?

- Collaborative regional plan
- Community buy in
- CBBC?